

## **AMENDMENTS TO THE CLAIMS**

1. (currently amended) In an electronic delivery address service, a method comprising:

receiving by the delivery address service, an electronic subscription from a subscriber, the received subscription including a mailing address of the subscriber;

in response, the delivery address service, electronically providing the subscriber with a substitute delivery address;

receiving by the delivery address service, an electronic notification of either a request to deliver or an arrival of a purchased goods, as a result of the substitute delivery address being used in an online purchase of the goods; and

intervening by the delivery address service to facilitate delivery of the purchased good to the subscriber, using the provided mailing address of the subscriber.—

2. (original) The method of claim 1, wherein the method further comprises the delivery address service correlating the substitute delivery address to the mailing address of the subscriber.

3. (original) The method of claim 1, wherein the substitute delivery address comprises one of a plurality of mailboxes pre-established with a mailbox service by the delivery address service.

4. (original) The method of claim 3, wherein the method further comprises the delivery address service selecting a mailbox proximately located with the mailing address of the subscriber, for use as the substitute delivery address.

5. (original) The method of claim 3, wherein said receiving by the delivery address service of a notification comprises receiving by the delivery address service a notification from a mailbox service with respect to the arrival of the purchased goods.
6. (original) The method of claim 5, wherein said intervening by the delivery address service comprises said delivery address service notifying said subscriber of the arrival of the purchased goods.
7. (original) The method of claim 1, wherein the substitute delivery address comprises one of a plurality of virtual delivery address artificially created by the delivery address service.
8. (original) The method of claim 7, wherein said receiving of a notification comprises receiving a notification of a request to deliver a purchased good from a delivery service, and the method further comprises providing the mailing address of the subscriber to the delivery service.
9. (currently amended) The method of claim 8, wherein said intervening by the delivery address service comprises the delivery address service automatically providing said mailing address of the subscriber to the delivery service.
10. (currently amended) The method of claim 1, wherein the method further comprises receiving a confirmation by the delivery address service of the purchase.—
11. (original) The method of claim 10, wherein the delivery address service receives the confirmation from the subscriber.

12. (original) The method of claim 10, wherein the delivery address service receives the confirmation from an online business from which the goods to be delivered was purchased.

13. (original) The method of claim 1, wherein the subscriber is a purchaser of the goods.

14. (original) The method of claim 1, wherein the subscriber is a beneficiary of the purchase.

15. (original) A storage medium having stored therein a plurality of instructions that are machine executable, wherein when executed, said executing instructions operate to enable an address delivery service to receive a delivery address service subscription from a subscriber, including a mailing address of the subscriber, to provide the subscriber with a substitute delivery address, to receive a notification of a request to deliver or arrival of purchased goods for the subscriber, resulting from the substitute delivery address being used in an online purchase, and to intervene to facilitate delivery of the purchased goods to the subscriber, using the mailing address of the subscriber.

16. (original) The storage medium of claim 15, wherein said executing instructions further operate to correlate the subscription delivery address with the mailing address of the user.

17. (original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to provide one of a plurality of pre-established mailboxes as the substitute delivery address.

18. (original) The storage medium of claim 17, wherein said executing instructions further enable the delivery address service to receive a notification of the arrival of the purchased goods from a mailbox service, and to notify the subscriber of the arrival.

19. (original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to provide one of a plurality of virtual delivery addresses as the substitute delivery address.

20. (original) The storage medium of claim 19, wherein said executing instructions further enable the delivery address service to receive a notification of a request to deliver the purchased goods from a delivery service, and to provide the mailing address of the subscriber to the delivery service.

21. (original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to receive a confirmation of the online purchase.

22. (original) An apparatus comprising:

a storage medium having stored therein a plurality of instructions that are machine executable, wherein when executed, said executing instructions operate to enable the apparatus to receive a delivery address service subscription from a subscriber, including a mailing address of the subscriber, to provide the subscriber with a substitute delivery address, to receive a notification of a request to deliver or arrival of purchased goods of the subscriber, resulting from the substitute delivery address being used in an online purchase, and to intervene to facilitate delivery of the purchased goods to the subscriber, using the mailing address of the subscriber; and

a processor coupled to said storage medium to execute said instructions.

23. (original) The apparatus of claim 22, wherein said executing instructions further operate to correlate the subscription delivery address with the mailing address of the user.

24. (original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to provide one of a plurality of pre-established mailboxes as the substitute delivery address

25. (original) The apparatus of claim 24, wherein said executing instructions further enable the delivery address service to receive a notification of the arrival of the purchased goods from a mailbox service, and to notify the subscriber of the arrival.

26. (original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to provide one of a plurality of virtual delivery addresses as the substitute delivery address.

27. (original) The apparatus of claim 26, wherein said executing instructions further enable the delivery address service to receive a notification of a request to deliver the purchased goods from a delivery service, and to provide the mailing address of the subscriber to the delivery service.

28. (original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to receive a confirmation of the online purchase.